

## ABSTRACT OF THE DISCLOSURE

The invention discloses a novel business procedure in connection with mediation of vending of a certain objective which the vendor wishes to sell off. In the inventive procedure, the vendor presents and registers his objective for vending in a registry system operated by an operating organization and the information on the objective is disclosed to a plurality of mediator agents together with indication of a guaranteed minimum price or the amount of breach penalty payable by the mediator agent, obligatory acceptance price or amount of breach penalty by the vendor and the price for exempting the mediator from the obligation of minimum guarantee each in relation to the assessed price and the vendor is informed of the profiles of the mediator agents to pertain to bidding so as to establish matching of the vendor and the mediator agent.